

IN THE CLAIMS

Please amend claims 10, 21-22, 27, 33, 38, 63, and 260 as follows:

10. (Thrice Amended) A method of facilitating ordering an item using a distributed computing system including at least one client and at least one server, the method including:

receiving, via a data stream from the server, item data[, at the client], the item data including information to at least one of show and describe the item via the client and an item identifier [to enable the client] to identify the item as currently being offered for sale;

presenting [at least one of showing and describing] at least a portion of the item data to a user [via the client];

receiving a control event associated with a single action effectuated by the user in response to the presenting of the at least a portion of the item data;

responding to the single action by:

retrieving personal information of the user from a permanent memory in the client, and

combining the item data previously received via the data stream from the server with the personal information of the user previously stored in the permanent memory in the client to generate an order for the item, and

transmitting the order for the item from the client.

[enabling the user to place an order for the item by a single action with respect to the client while the item is being offered for sale, the single action being in connection with the order; and

in response to the single action with respect to the client, causing the order for the item to be placed,

wherein the enabling of the user to place the order for the item by the single action includes using (1) previously stored, user related personal information that is stored in a memory

associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) the item identifier to enable the client to identify the item as currently being offered for sale at the time of the single action.]

21. (Amended) The method of claim 10, wherein the distributed computer system further includes a central processing facility in communication with the server and wherein the method includes:

sending information used in processing the order from the client to the central processing facility.

22. (Amended) The method of claim 10, further including:

[sending] receiving an order confirmation at the client [to the user to confirm the order].

27. (Twice Amended) The method of claim 10 wherein the item [identifier] data includes at least one of a group of identifiers including a code and a command.

33. (Amended) The method of claim [28] 10, wherein the receiving of the item data via the data stream from the server, comprises receiving the item data via [data including providing the information to at least one of show and describe the item in the form of] a television signal.

38. (Thrice Amended) A computer system to order an item, the system including:

a data receiver to receive, via a data stream from a server, item data, the item data including information to at least one of show and describe the item, and an item identifier to identify the item as currently being offered for sale;

a data processing system to present at least a portion of the item data [one of show and describe an item] to a user;

an event detector to detect a control event associated with a single action effectuated by the user in response to the presenting of the at least a portion of the item data; and

an event processing module to respond to the single action by:
retrieving personal information of the user from a permanent memory in the
client, and
combining the item data previously received via the data stream from the server
with the personal information of the user previously stored in the permanent memory in the
client to generate an order for the item, and

transmitting the order for the item from the client.

[a client to enable the user to place an order for the item by a single action with respect to the client while the item is being offered for sale and, in response to the single action, to cause the order for the item to be placed,
wherein the client is to enable the user to place the order for the item by the single action using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) the item identifier identifying the item as currently being offered for sale at the time of the single action.]

63. (Amended) The system of claim [58] 38, wherein the data stream [source] is [to provide the information] in the form of a television signal.

260. (Thrice Amended) A machine-readable medium embodying a sequence of instructions that, when executed by a machine, cause the machine to facilitate ordering an item within a distributed computing system including at least one client and at least one server by:

receiving, from a server, item data, the item data[, at the client, the data] including information to at least one of show and describe the item via the client and an item identifier to enable the client to identify the item as currently being offered for sale;
presenting at least a portion of the item data [one of show and describe an item to a user via the client];

receiving a control event associated with a single action effectuated by the user in response to the presenting of the at least a portion of the item data; and

responding to the single action by:

retrieving personal information of the user from a permanent memory in the client, and

combining the item data previously received from the server with the personal information of the user previously stored in the permanent memory in the client to generate an order for the item, and

transmitting the order for the item from the client.

[enabling the user to place an order for the item by a single action with respect to the client while the item is being offered for sale, the single action being in connection with the order,

in response to the single action with respect to the client, causing the order for the item to be placed,

wherein the enabling of the user to order the item by the single action includes using (1) previously stored, user related, personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) the item identifier to enable the client to identify the item as currently being offered for sale at the time of the single action.]